



Sustainable DC Organizers

Step-by-Step Guide

Identify, Attend, and Report Events

Thank you for your help as a Sustainable DC Organizer! Please use this outline as a guide for identifying and scheduling new outreach opportunities, attending and presenting at events and reporting event details. If you have any questions, please contact Lee Goldstein (lee.goldstein@dc.gov).

1. Identifying Community Events

- Visit the *Sustainable DC Organizer* Google Group site to see upcoming events, access resource materials and communicate with Sustainable DC staff and other Organizers.
- View upcoming events on the “[Organizer Google Calendar](#)” and contact Lee about attending one event with Sustainable DC staff. Lee will also send email alerts about upcoming events.
- If you would like to add presentation opportunities, please email event details and contact information to Lee, who will add to the calendar and email out.
- ***Before you reach out to schedule events to attend on behalf of Sustainable DC, please contact Lee Goldstein (lee.goldstein@dc.gov) with event details. He will confirm attendance and be able to share helpful information about presenting to certain groups.***
- To get started finding events, visit the “[Community Contact Information](#)” Google Doc for a list of people to reach out to about presenting on Sustainable DC to their constituents. You are by no means restricted to this list; if you have other contacts and know of other outreach possibilities, please feel free reach out to them after confirming with Lee.
- Reach out to your local ANC (Advisory Neighborhood Council) to try to get on their meeting agenda. ANC contacts and meeting details can be found here: <http://anc.dc.gov/>
- Once Lee has confirmed the event, please use the template at the bottom of this guide for emailing or calling the contact representative.



2. Attending Events:

- Attend one event with a Sustainable DC staff member to get familiar with the process and better understand the process of talking about Sustainable DC.
- Once you schedule events in your own neighborhoods, make sure you input pre-event information in the Google Group spreadsheet under "[Meeting Details](#)" (columns under the Purple heading).
- Before the event, think about what the audience will find most relevant about Sustainable DC. Emphasize the plan is about creating jobs and improving health.
- Make sure you have Sustainable DC handouts, powerpoint (if projectors are available), and the email sign-up sheet.
- Arrive early to get a feel for the venue and to introduce yourself to the people running the event. The more people you know and are friendly with before the event the more interesting and engaging your presentation will be for them to listen to.
- Encourage people to get onto the Sustainable DC email list by filling out the sign-up sheet.

3. Reporting Events:

- Check into the Organizer Google Group to enter event information (approximate number of people attended and number you talked to). In the "[Meeting Details](#)" link, please fill in the details about the event you attended in the columns with green headings.
- Input contact information from the email signup sheet into the "[Contact Information](#)" spreadsheet.
- If there are any other issues or concerns that arise, please call or e-mail Lee Goldstein:
 - email: lee.goldstein@dc.gov, tel: 202-442-7607

Template for emailing or calling contacts for outreach:

"Hello _____,

My name is _____ and I am a volunteer on behalf of Sustainable DC, a 20-year District government plan to make the District the healthiest, greenest, most livable city in the nation. We are trying to raise public awareness about the plan by talking with community residents about the objectives of Sustainable DC and the importance of sustainability throughout the city. We are interested in having a presence at your upcoming meeting, _____, in order to talk with your constituents about Sustainable DC and how to get involved. Please let me know if you have any further questions and if we can coordinate this outreach opportunity. Thank you in advance and I look forward to following up with you soon. Sincerely, _____"